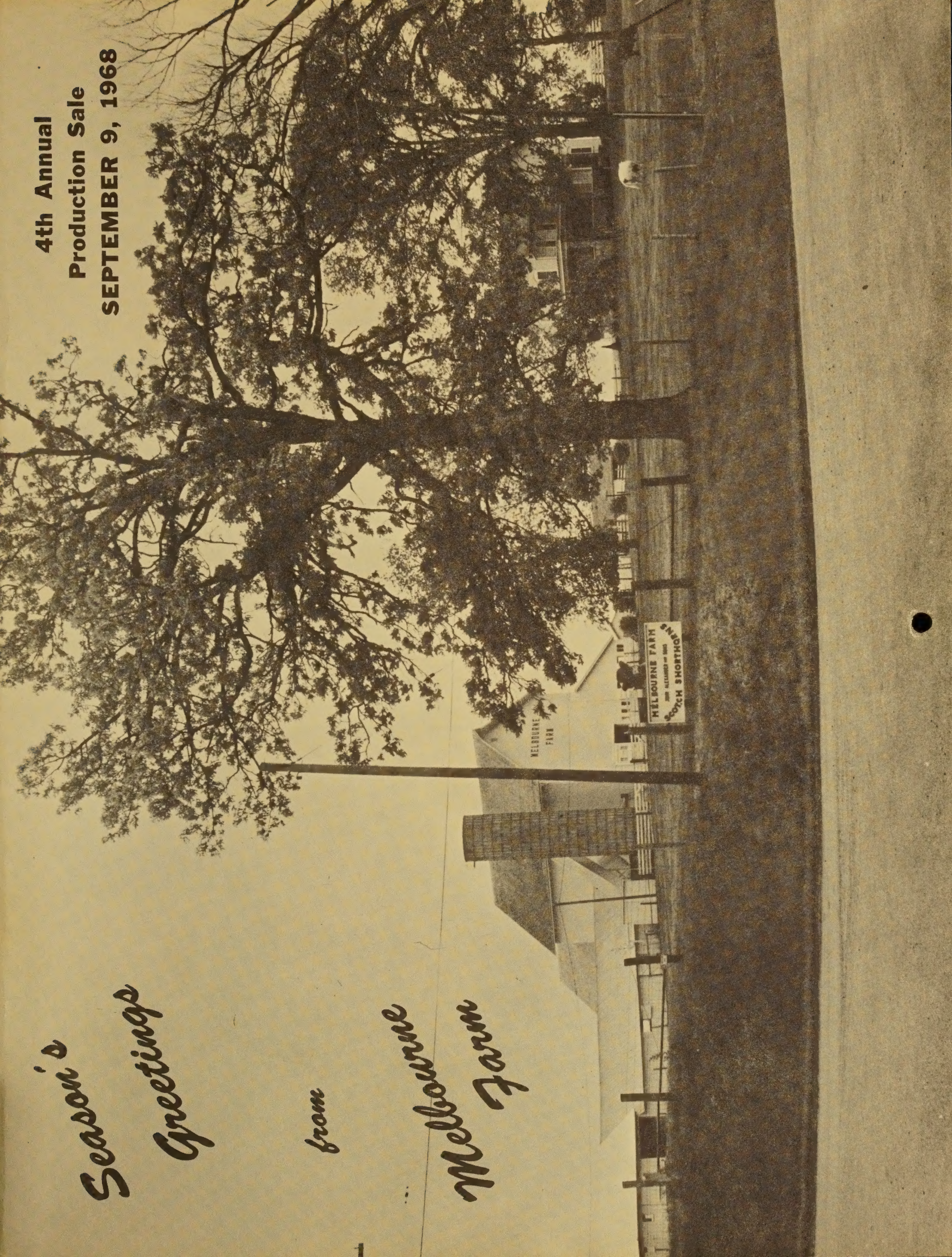


Season's  
Greetings

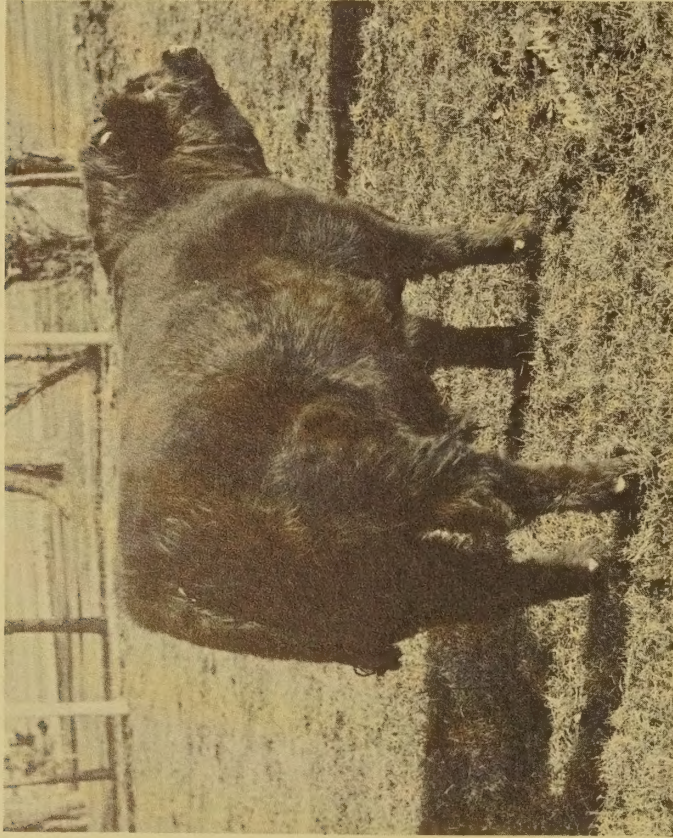
from

Melbourne  
Farm

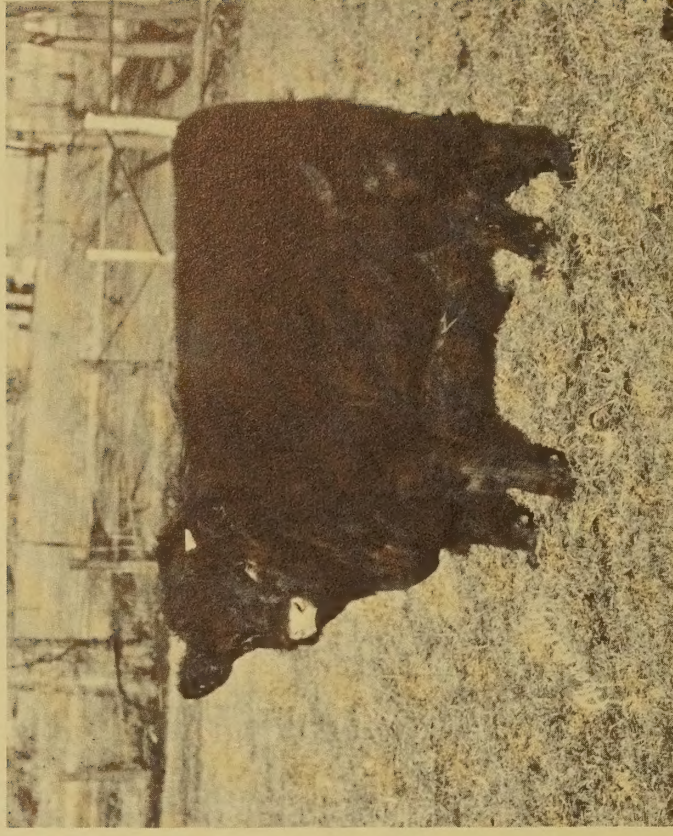
4th Annual  
Production Sale  
SEPTEMBER 9, 1968



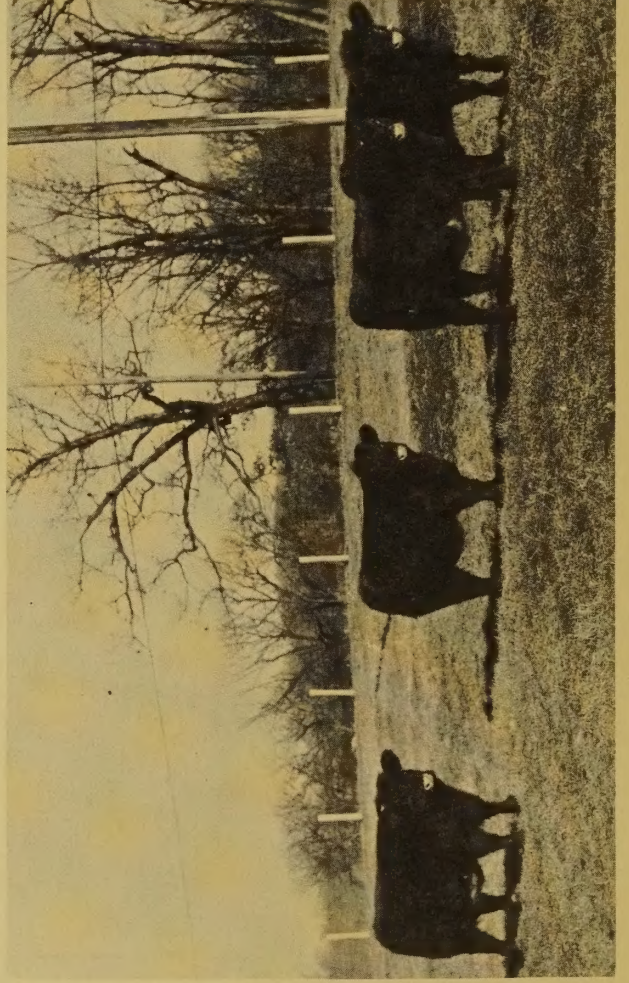




Melbourne Diamond Jim, the first son of Remitall Captain Jim, calved April 4, 1967. These photos were taken at eight months of age, when he weighed 680 lbs. His dam is the 1964 International Grand Champion, Melbourne Missie by Calrossie Diamond.



Four of the first seven heifers by Captain Jim. They are, left to right, Melbourne Rosebud Blair out of Leveldale Rosebud 17th by Calrossie Diamond; Melbourne Clipper 18th out of Westdrums Clipper by Uppermill Leopold; Melbourne Augusta Jangle out of Calrossie Augusta Jangle by Banchory Orangeman; and Melbourne Rosanna 9th out of Melbourne Rosanna 2nd by Calrossie Valiant.



The 1968 Melbourne sale offering will contain the first sons of Captain Jim, including three out of daughters of Calrossie Diamond, one out of a daughter of Leveldale Richard, one out of a daughter of Banchory Orangeman; and one out of a daughter of Glastullich Victor. **NO DAUGHTERS OF CAPTAIN JIM WILL BE SOLD!**



DECEMBER 1967

SUN MON TUE WED THU FRI SAT

3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

1968

JANUARY

1968

FEBRUARY 1968

SUN MON TUE WED THU FRI SAT

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29

*Melbourne Farm*

4th Annual Sale

SEPTEMBER 9, 1968

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

New Year's Day

8

7

15

14

16

Melbourne Shows at  
Denver

17

National Western Sale,  
Denver, Colo.

18

19

20

22

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31

2

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12

13

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8

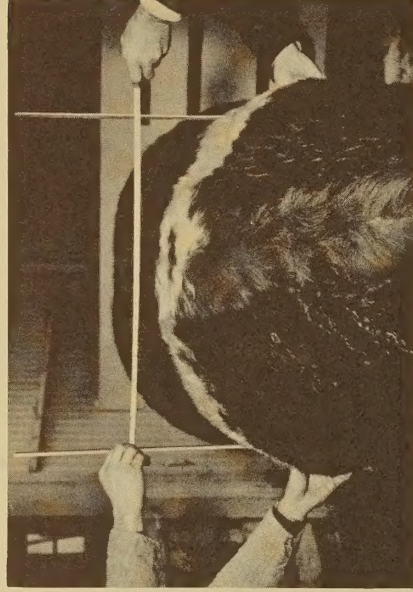
7



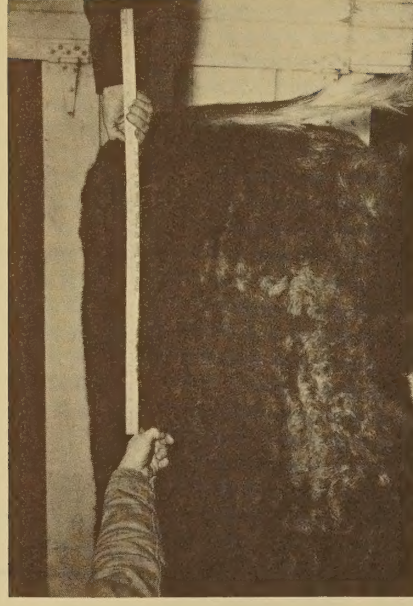
# LET'S COMPARE BULLS!



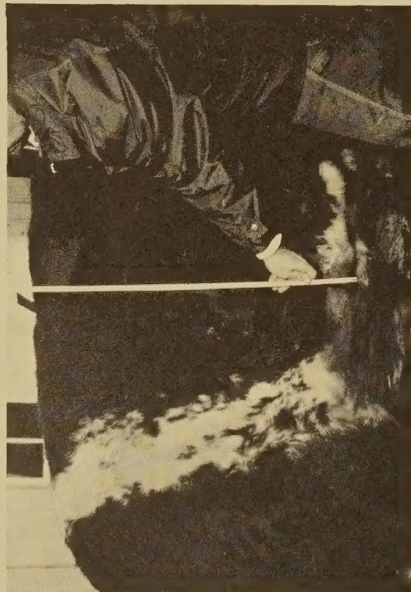
Length of body — 26½ inches



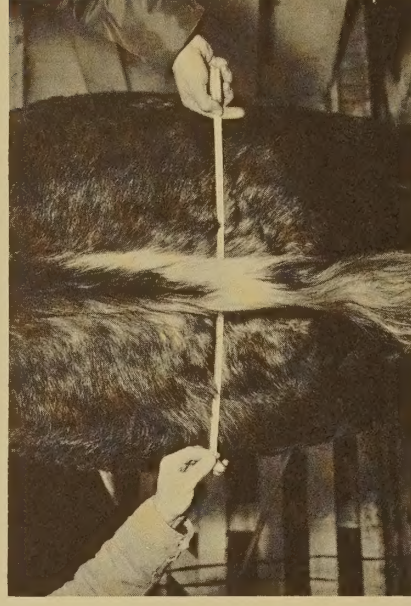
Width over top — 27½ inches  
Heart girth 8 ft. 5 inches



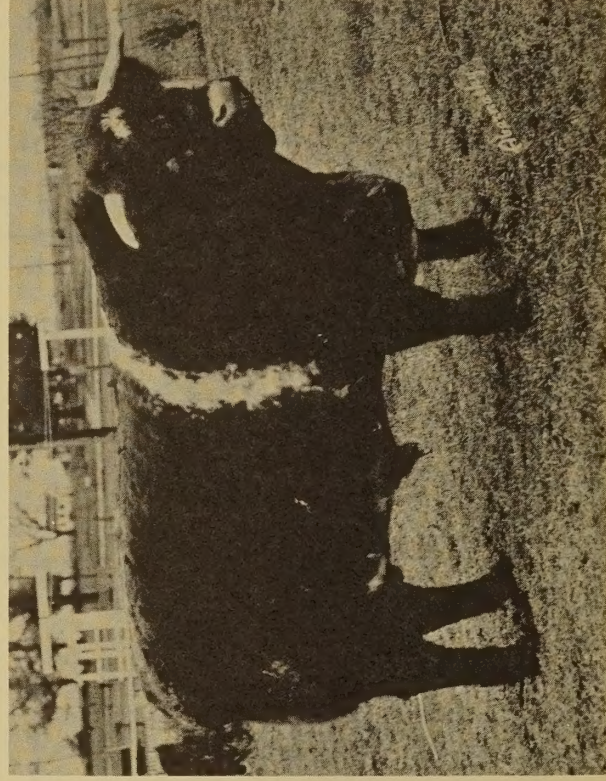
Length of quarter — 25 inches



Depth of body — 32½ inches



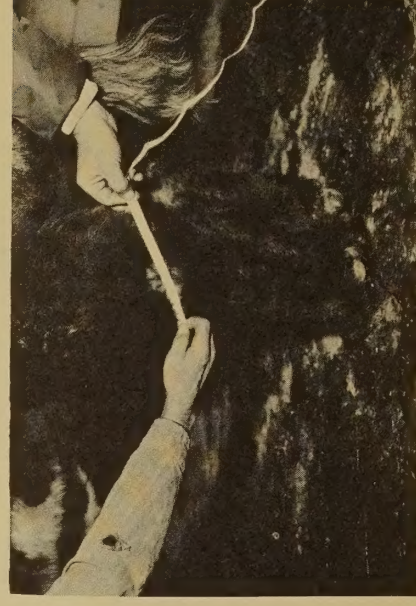
Width of quarter — 22 inches



Remitall Captain Jim at three years of age.  
Weight 2,240 lbs.



Canon bone — 11 inches



Width of hock — 9 inches



**JANUARY 1968**

SUN MON TUE WED THU FRI SAT  
 1 2 3 4 5 6  
 7 8 9 10 11 12 13  
 14 15 16 17 18 19 20  
 21 22 23 24 25 26 27  
 28 29 30 31

**1968**

**FEBRUARY**

**1968**

*Melbourne Farm*

4th Annual Sale

**SEPTEMBER 9, 1968**

**MARCH 1968**

SUN MON TUE WED THU FRI SAT  
 1 2  
 3 4 5 6 7 8 9  
 10 11 12 13 14 15 16  
 17 18 19 20 21 22 23  
 24 25 26 27 28 29 30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4	5 Louisiana State Sale, Alexandria	6	7	8	9	10 Lauer-Nagely Produc- tion, Salina Kansas Ohio National, Columbus, Ohio
11	12 Lincoln's Birthday	13 Omaha Shorthorn Sale	14 Dixie National, Jackson, Mississippi No. Central Illinois, Princeton St. Valentine's Day	15	16	17 Canadian International, Brandon
18	19	20 Iowa Royal, Des Moines, Iowa	21	22 Washington's Birthday	23	24
25	26	27	28 Ash Wednesday	29		





Winter is waning, and the spring calves will soon be here. Now is a good time to plan a visit to Melbourne, and attend the many good association sales in the spring.



4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29

7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30

SATURDAY

**Minnesota Shorthorn  
Sale, Appleton**





From cows such as these, mated to bulls of size and substance, come the thick, rugged bulls developed at Melbourne. All of the cattle are raised outdoors in natural conditions, and will continue to develop and do well for our customers.



**MARCH 1968**

SUN MON TUE WED THU FRI SAT

3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 31 25 26 27 28 29 30

1968

APRIL

1968

*Melbourne Farm*

4th Annual Sale

SEPTEMBER 9, 1968

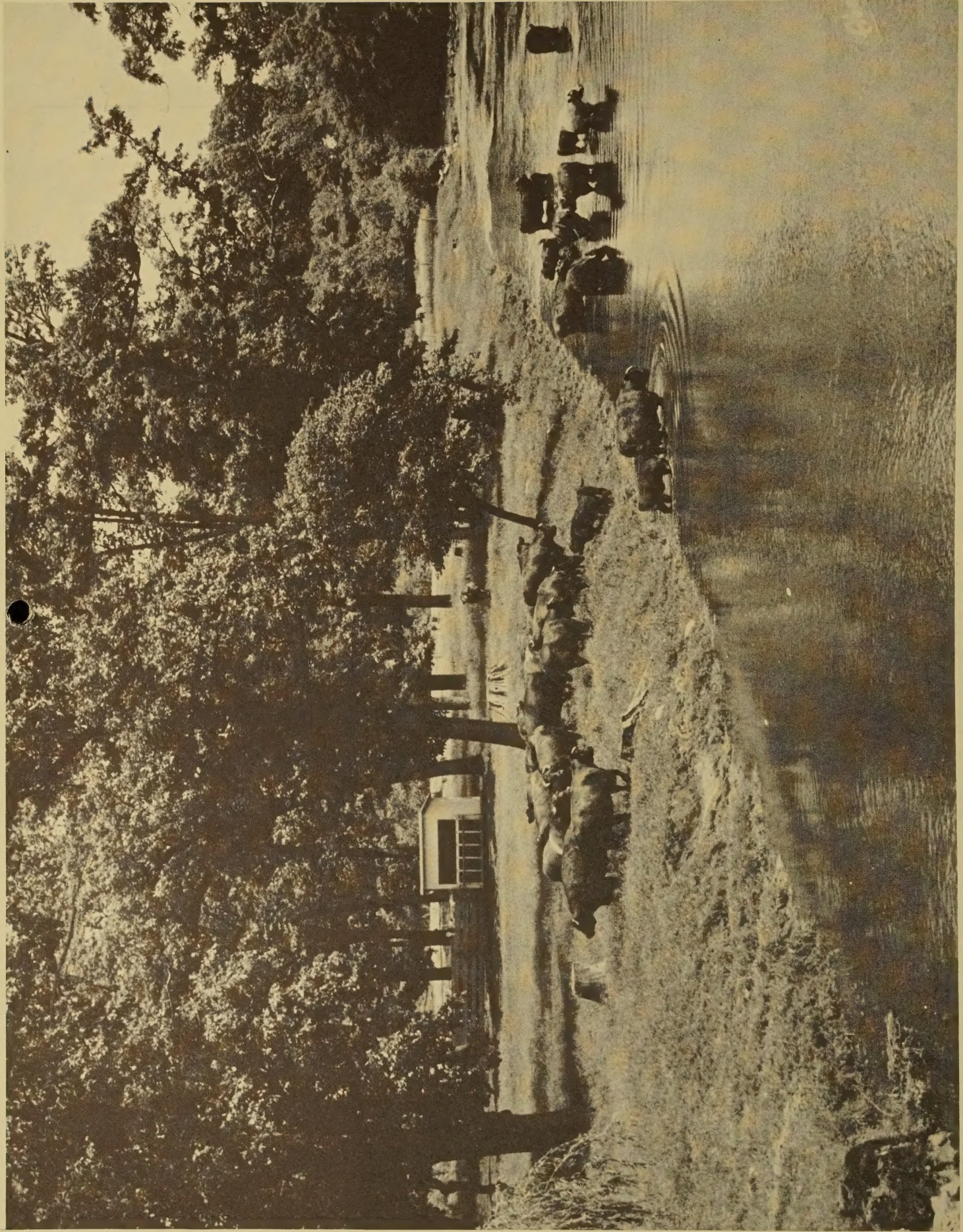
**MAY 1968**

SUN MON TUE WED THU FRI SAT

5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Mid-South, Dumas, Arkansas Western Assn. Sale, Ft. Collins, Colo.	2	3	4	5	6 Fernwood Farm Sale, Barrington, Ill.
7	8	9	10	11	12 Good Friday	13 Indiana Invitational Sale, Marion
14 Easter	15	16	17	18	19	20 Sutherland Farm Sale, Prospect, Ky.
21	22	23	24	25	26	27
28	29	30				





Beautiful trees, natural streams, and abundant forage help us maintain a thrifty, well conditioned cow herd.



**APRIL 1968**  
SUN MON TUE WED THU FRI SAT  
1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30

1968

MAY

1968

*Melbourne Farm*

4th Annual Sale

SEPTEMBER 9, 1968

**JUNE 1968**  
SUN MON TUE WED THU FRI SAT  
1  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29

**SUNDAY**

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

**SATURDAY**

5

6

7

8

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17

18

Mother's Day

19

20

21

22

23

24

25

Remittall Production  
Sale, Olds, Alberta,  
Canada

26

27

28

29

30

31

Memorial Day





**MELBOURNE  
ACCOLADE**  
(upper left)  
by Basildon Premium,  
junior champion, 1967  
International. Now  
owned by Loren Davis,  
Big Rock, Illinois.



**MELBOURNE  
PEMBERTON**  
(upper right)  
by Basildon Premium,  
All American, 1965,  
2nd prize Jr. Yearling,  
1966 International,  
top bull, 1967 sale,  
now owned by  
John Woodward,  
Yorkville, Illinois.



**MELBOURNE  
UPRIGHT**  
(center left)  
by Calrossie Diamond,  
class winner, 1964 and  
1965 International,  
now owned by  
Carusbrooke Farm,  
Peru, Illinois.



**MELBOURNE  
CONSORT**  
(center right)  
by Basildon Premium.  
Top bull, 1965 sale,  
now owned by  
Bilmar Farms,  
Durand, Michigan.



**MELBOURNE  
CRUISER**  
(lower left)  
by Basildon Premium,  
reserve sr. champion,  
1966 International,  
now owned by  
Dewey Lunstra,  
Beaver Creek, Minn.



**MELBOURNE  
MASTERPIECE**  
(lower right)  
by Calrossie Diamond.  
Grand Champion,  
1965 Illinois State Fair,  
now owned by  
Col. George H. Miller,  
Thomaston, Ga., and  
B. C. Barnes,  
Carrollton, Georgia.



**MAY 1968**  
SUN MON TUE WED THU FRI SAT  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

1968

JUNE

*Melbourne Farm*

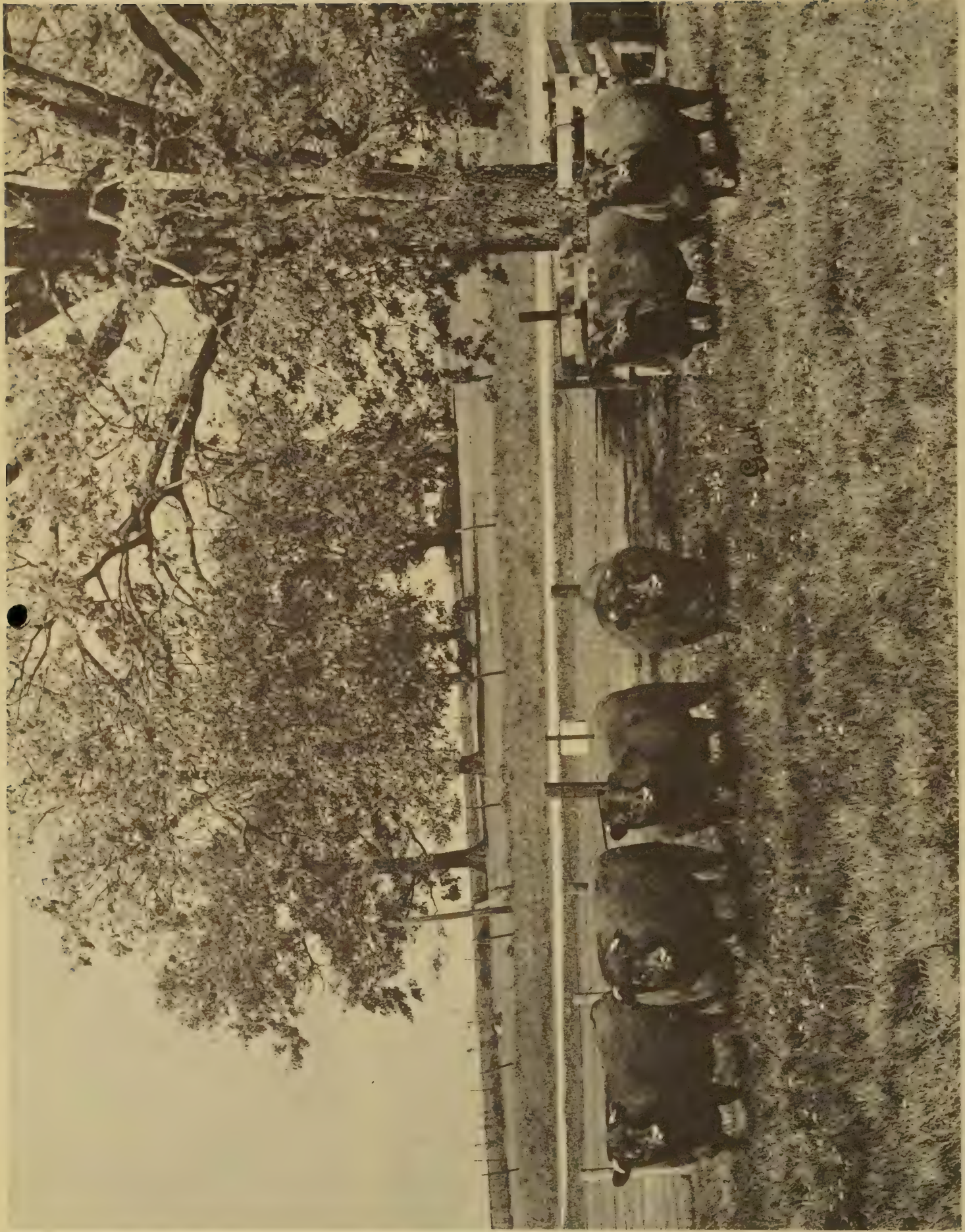
4th Annual Sale  
SEPTEMBER 9, 1968

**JULY 1968**  
SUN MON TUE WED THU FRI SAT  
1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30 31

1968

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
Father's Day					Flag Day	
23/30	24	25	26	27	28	29
						Choice of Champions, Northfield, Ohio





Each year females such as these have been added to the Melbourne Herd. These daughters of Calrossie Diamond, pictured in 1964, are all matrons in the herd, and many of them are the dams of the 1968 offering.



**JUNE 1968**  
SUN MON TUE WED THU FRI SAT  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 30 24 25 26 27 28 29

1968

JULY

1968

**AUGUST 1968**  
SUN MON TUE WED THU FRI SAT  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30 31

*Melbourne Farm*

4th Annual Sale  
SEPTEMBER 9, 1968

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7	1	2	3	4 Independence Day	5	6
	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			





These six bulls from our 1966 sale went to four states, averaging \$1125, and included the International reserve senior champion bull.



These three bulls from our 1967 sale went to three states, and averaged \$1385, including the International junior champion bull.



**JULY 1968**  
SUN MON TUE WED THU FRI SAT  
1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30 31

1968

AUGUST

1968

*Melbourne Farm*

4th Annual Sale

SEPTEMBER 9, 1968

**SEPTEMBER 1968**  
SUN MON TUE WED THU FRI SAT  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Melbourne Shows at the  
Illinois State Fair





# WELCOME TO MELBOURNE

The annual Melbourne sale is underway. We have moved the date forward to enable you to spend your time in comfort, seeing the cow herd, the young calves, and enjoy your visit to Melbourne. We hope you will be with us September 8th and 9th, and we will make your visit a pleasant one.



**AUGUST 1968**  
SUN MON TUE WED THU FRI SAT  
1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30 31

1968

SEPTEMBER

1968

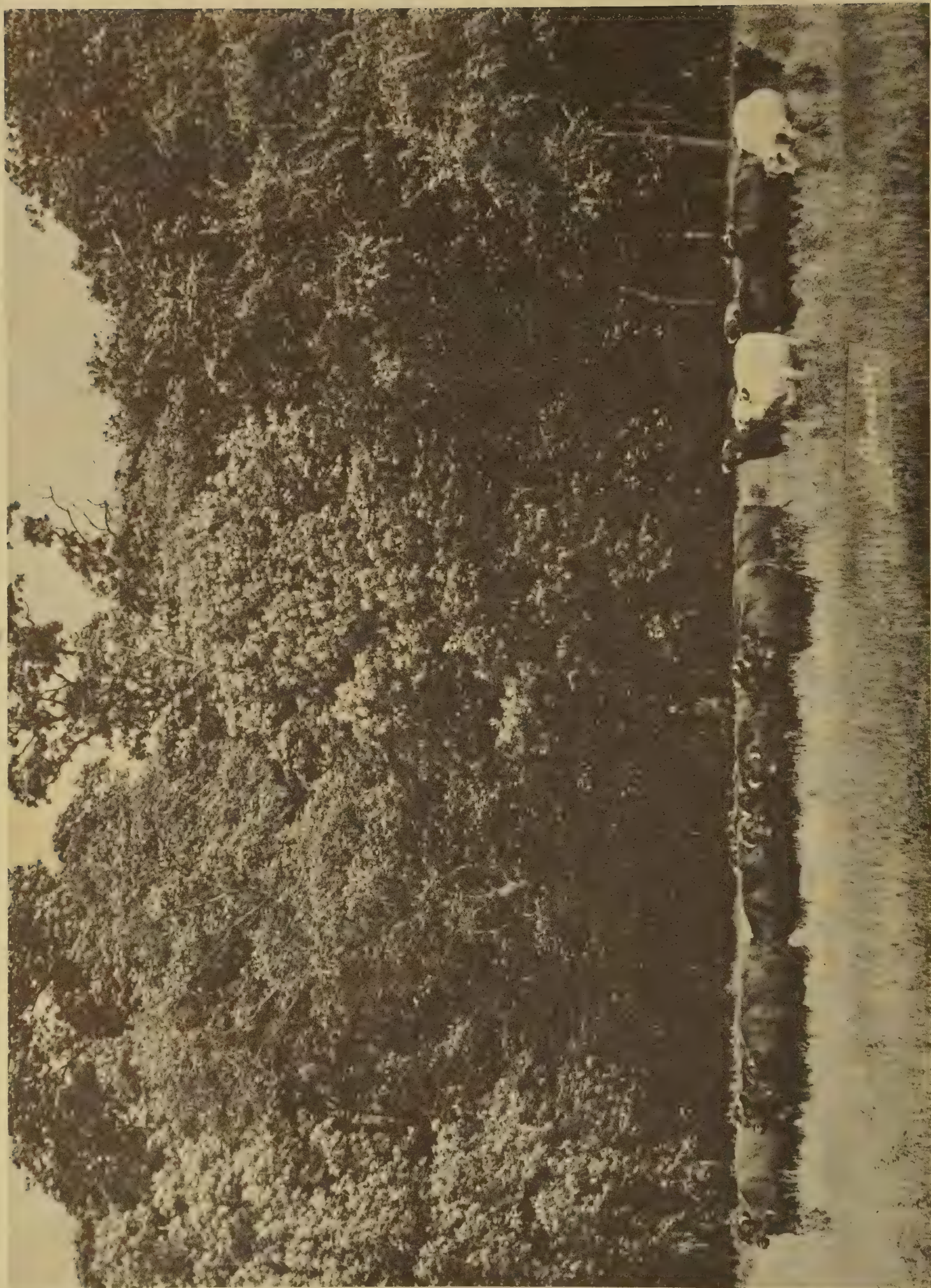
**OCTOBER 1968**  
SUN MON TUE WED THU FRI SAT  
1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30 31

# Melbourne Farm

4th Annual Sale  
SEPTEMBER 9, 1968

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Labor Day	3	4	5 West Central Ill. Sale, Princeton	6	7
8	9 MELBOURNE FARM PRODUCTION SALE, Big Rock, Illinois	10	11	12	13	14
15	16	17	18	19	20	21 Blue Ribbon Sale, Noblesville, Indiana
22	23 Rosh Hashonah	24	25	26	27	28 Stirm-Dempster- Savage Sale, Brandon, Iowa
29	30					





A group of Melbourne cows in timber pasture, with the smell of fall in the air.



SEPTEMBER 1968

SUN MON TUE WED THU FRI SAT  
 1 2 3 4 5 6 7  
 8 9 10 11 12 13 14  
 15 16 17 18 19 20 21  
 22 23 24 25 26 27 28  
 29 30

1968

OCTOBER

1968

NOVEMBER 1968

SUN MON TUE WED THU FRI SAT  
 1 2  
 3 4 5 6 7 8 9  
 10 11 12 13 14 15 16  
 17 18 19 20 21 22 23  
 24 25 26 27 28 29 30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7 Bilmar Farms Sale, Durand, Michigan	1	2 Yom Kippur	3	4	5 Michigan State Sale, Ashley
13	14 Aberfeldy-Etrick- Scotsdale Sale, Georgetown, Ontario	15	16	17	18 Southeastern Regional Sale, Tifton, Georgia	19 Allendale Farms, Flesherton, Ontario Columbus Day
20	21 Melbourne Shows at the American Royal	22	23	24	25	26
27	28	29	30 Louada Manor Sale, Peterborough, Ontario	31 Halloween		



# Melbourne Shorthorns

## Carefully Bred to Meet Demands of the Future

**M**ELBOURNE FARM is located in the center of one of the greatest cattle feeding areas of the world. On other farms owned by John Alexander & Sons in this area more than 2,000 head of quality cattle are fed each year . . . and have been since the early 1920's. While this doesn't make Melbourne unique in the business of producing superior breeding cattle to improve commercial cattle, it does provide them with daily contact with commercial cattle and an opportunity to observe the needs and the problems of the beef cattle industry.

It is not Melbourne's goal only to produce fancy show cattle, sell them at high prices, and receive all the attendant publicity. We hope through our purebred cattle and through our bulls going to commercial areas to further improve commercial beef cattle and to help solve some of the problems in that industry. We see thousands of calves come into the Midwest every fall weighing from 400 to 450 pounds at weaning. We see them fed for nearly 12 months, making an overall gain of 2.0 to 2.4 pounds a day. When the feeder of these cattle frequently receives three to five cents a pound less for his finished product than he paid for it, we know there is room for improvement for both the producer and the feeder.

First, is it possible to increase the weaning weight of these calves by 100 pounds? Yes, it is! But it's difficult to do so and retain high quality. However, you can select carefully those bulls that have matured early and yet have grown out to at least 1,800 pounds in average condition. You can mate them to cows of ample size and strength. You can still put those bulls under the test of showing standards. Thus we feel the weaning weight of calves can be increased 100 pounds without sacrificing quality, thereby making an increase of \$25 to \$35 a head in the income of the commercial cow man.

Second, it is possible to produce cattle that will consume a ration high in roughage to make a cheap but rapid gain which gives more profit to the all-important feeder of commercial beef. Certainly, a 20 per cent gain increase during the feeding period will make a great increase in the profit of the feeder. Melbourne believes this is possible by selecting bulls and females of size and substance, feeding them well under conditions not too different than subsequent



The proof of any breeding program is in the success of the finished steers it produces. Those above from one of the Alexander farms in Kane County, Illinois, took first-prize honors at the International Livestock Exposition.

generations of commercial cattle. Fast and inexpensive gains are the best answer to rising costs. This is the one area where the beef cattle producer can overcome government controls, consumer demands, and the many other factors that determine fed cattle prices.

Third, does this mean that we should produce cattle strictly by use of pencil, scale and mortarboard? Do the weight of the calf at weaning, the cost of gain, and the rate of gain constitute the only areas where we should be concerned? Certainly not! Quality is still the key to success in the production of registered cattle. The purebred cattleman is the scientist of the cattle industry. Through his improvements, the entire industry is improved.

We invite you to visit Melbourne. We don't have all the answers, nor are we able to pro-

duce every animal to our standards, but each generation brings us another step closer to our eventual goals. We will continue to exhibit our cattle at major shows to insure keeping their quality at the same high standards and to compare them with the best in the land. We will continue to performance-test our bulls and to work for increases in weaning and yearling weights. We will continue to raise our cattle under conditions favorable to transmitting these qualities on to future generations of commercial cattle.

We are aware that this is a long-term project and that many phases may not be financially rewarded, but we sincerely hope that we can help take a giant stride forward in beef cattle improvement for several approaching generations.



OCTOBER 1968

SUN MON TUE WED THU FRI SAT  
1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30 31

DECEMBER 1968

SUN MON TUE WED THU FRI SAT  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

1968 NOVEMBER 1968

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY						
3	4	5	6	7	8	9
10	11 Questing Hills Farm Sale, Chandlerville, Illinois Veteran's Day	12	13	14	15	16 Tennessee National Sale, Nashville
17	18 John Shuman & Sons Sale, Byers, Colorado	19	20	21	22	23
24	25	26	27	28 Thanksgiving	29	30





Best Ten Head, 1967 International.



Eddie Mackie, Melbourne Herdsman, receiving the 1967 "Herdsman of the Year" Award, from C. D. Swaffar, ASA Secretary.

Melbourne stall exhibit, 1965 International.





NOVEMBER 1968

SUN MON TUE WED THU FRI SAT  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

JANUARY 1969

SUN MON TUE WED THU FRI SAT  
1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

1968 DECEMBER 1968

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Melbourne Shows at the International	4	5	6	7
8	9 Ak-Sar-Ben National Show and Sale, Omaha, Neb.	10	11	12	13	14 Sangamon District Sale, Pawnee, Illinois
15	16	17	18	19	20	21
22	23	24	25 Christmas	26	27	28
29	30	31				







# GESTATION TABLE FOR CATTLE

First line in each pair, date of service — second line, calving date.

January	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	January
October	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	November
February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28				February
November	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7				December
March	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	March
December	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	January
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		April
January	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6		February
May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	May
February	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	1	2	3	4	5	6	7	8	9	March
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		June
March	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8		April
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	July
April	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	May
August	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	August
May	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	June
September	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		September
June	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9		July
October	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	October
July	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	August
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		November
August	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8		September
December	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	December
September	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	October



